

FIG. 1A

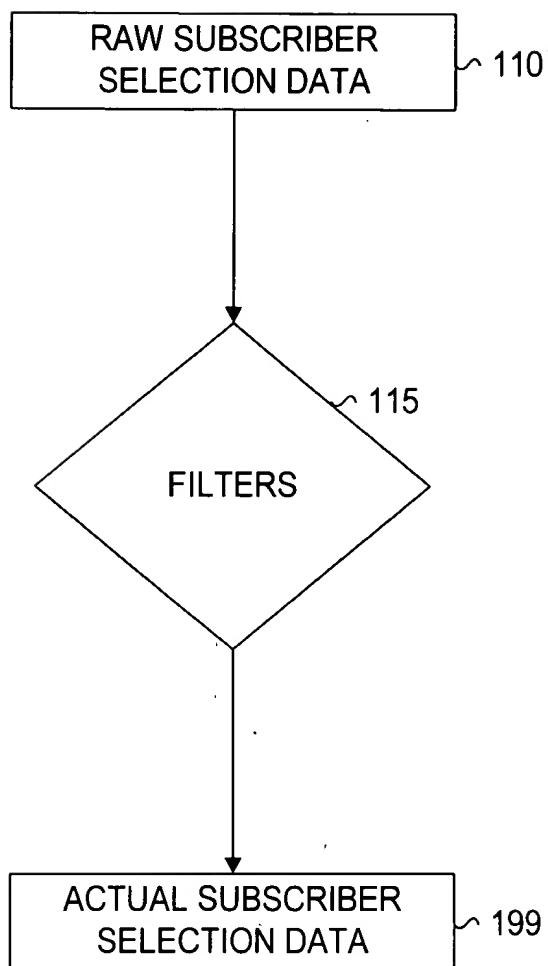


FIG. 1B

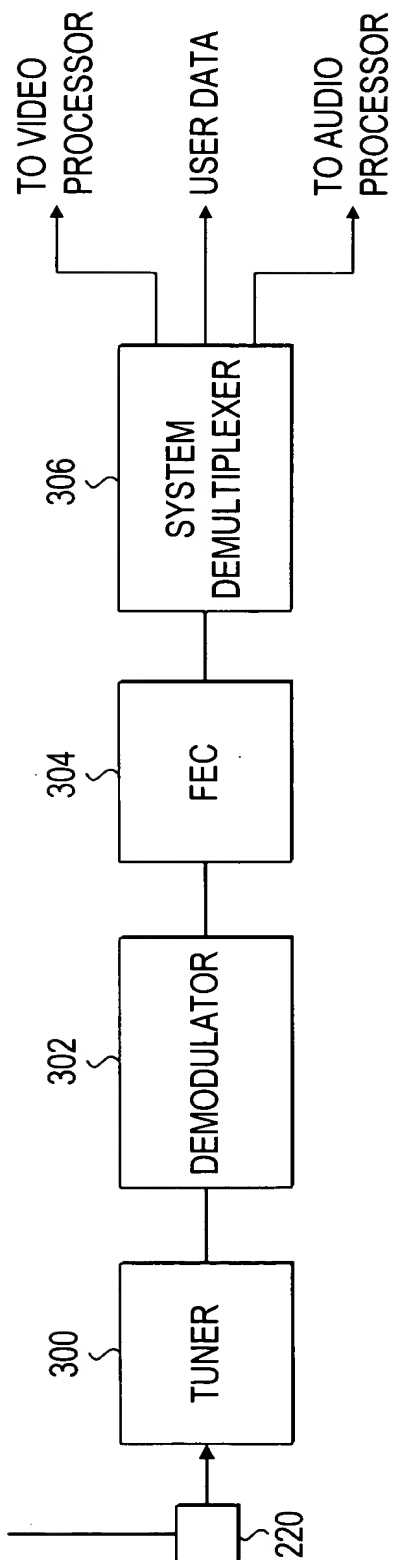


FIG. 3

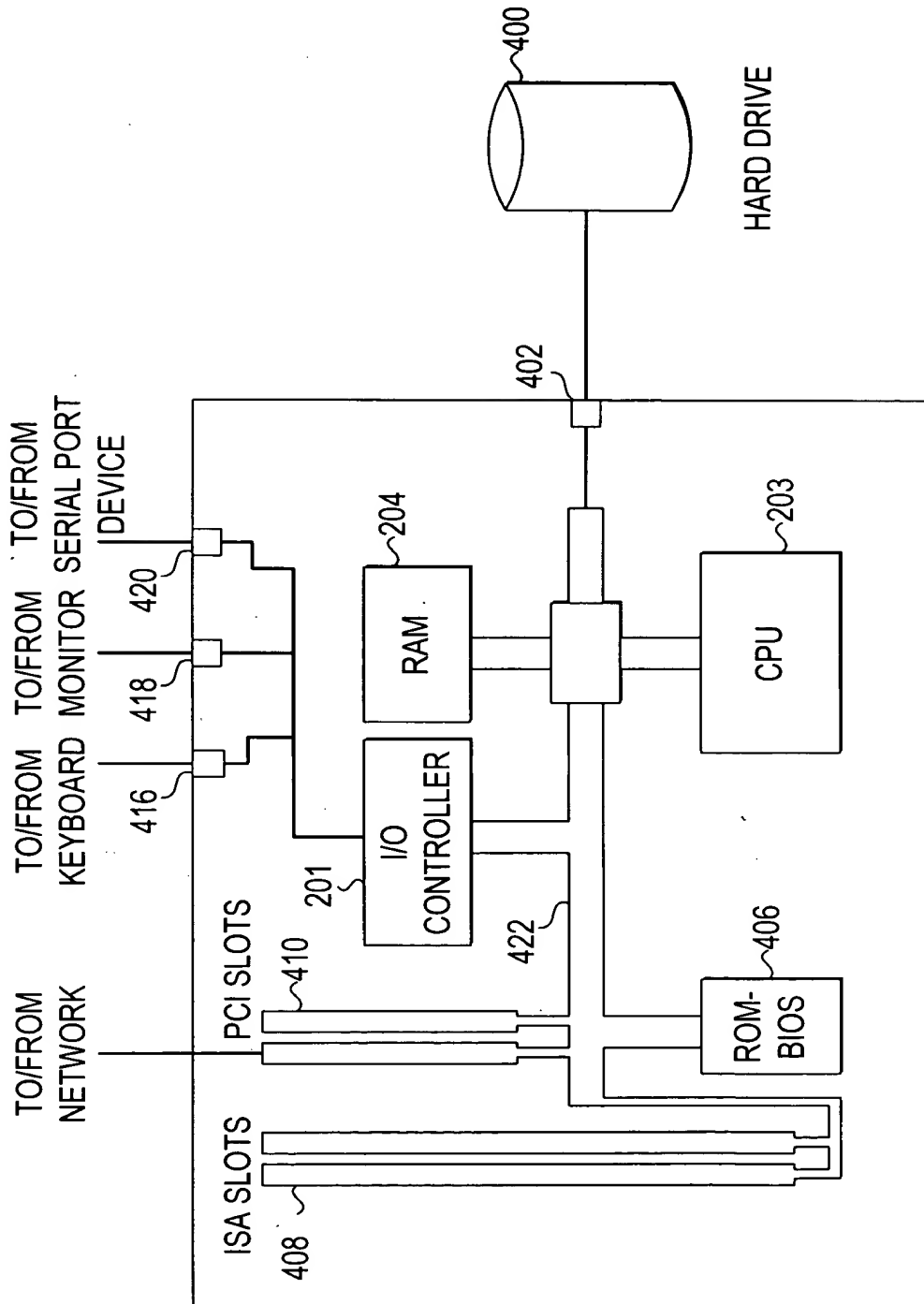


FIG. 4

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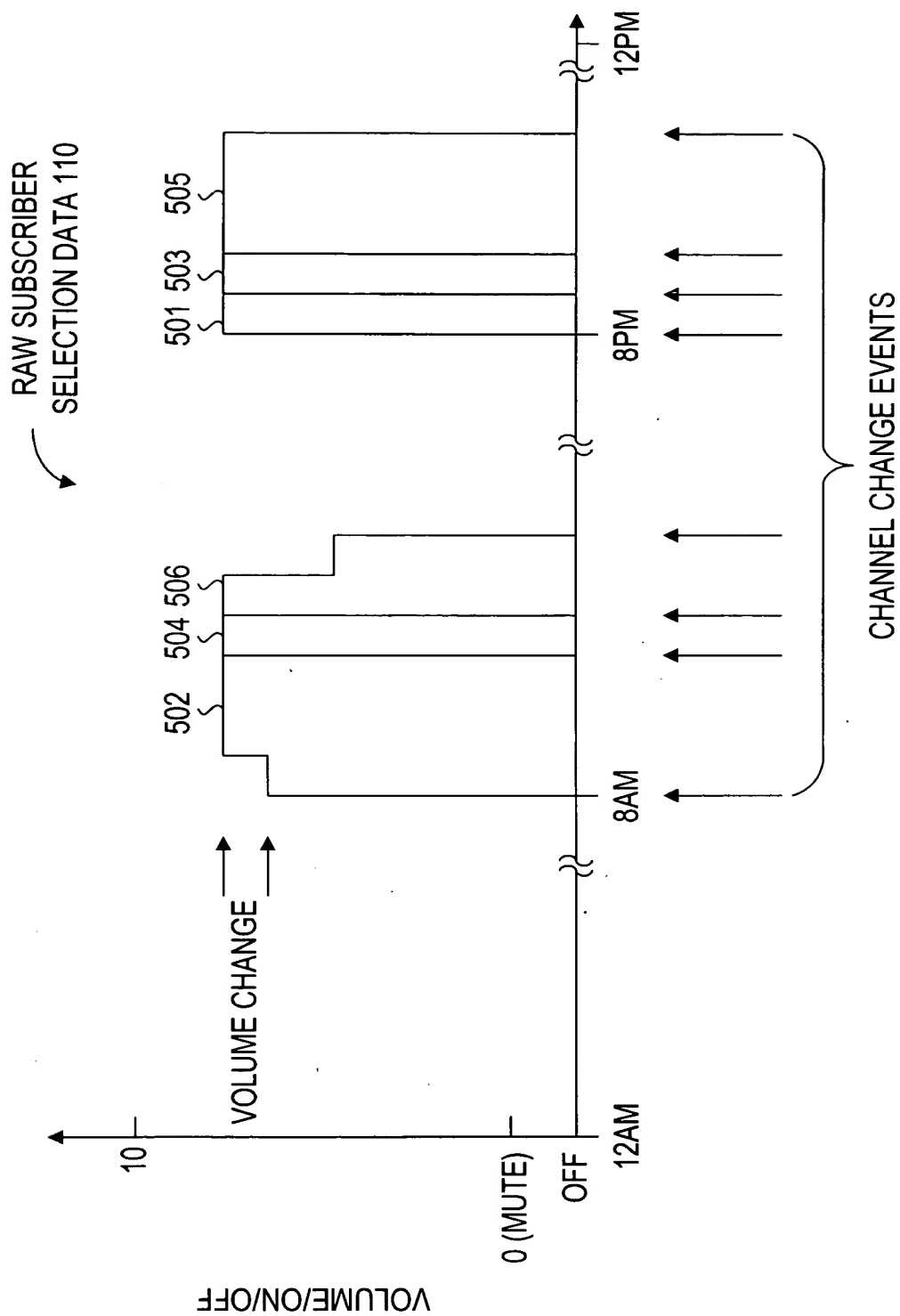


FIG. 5



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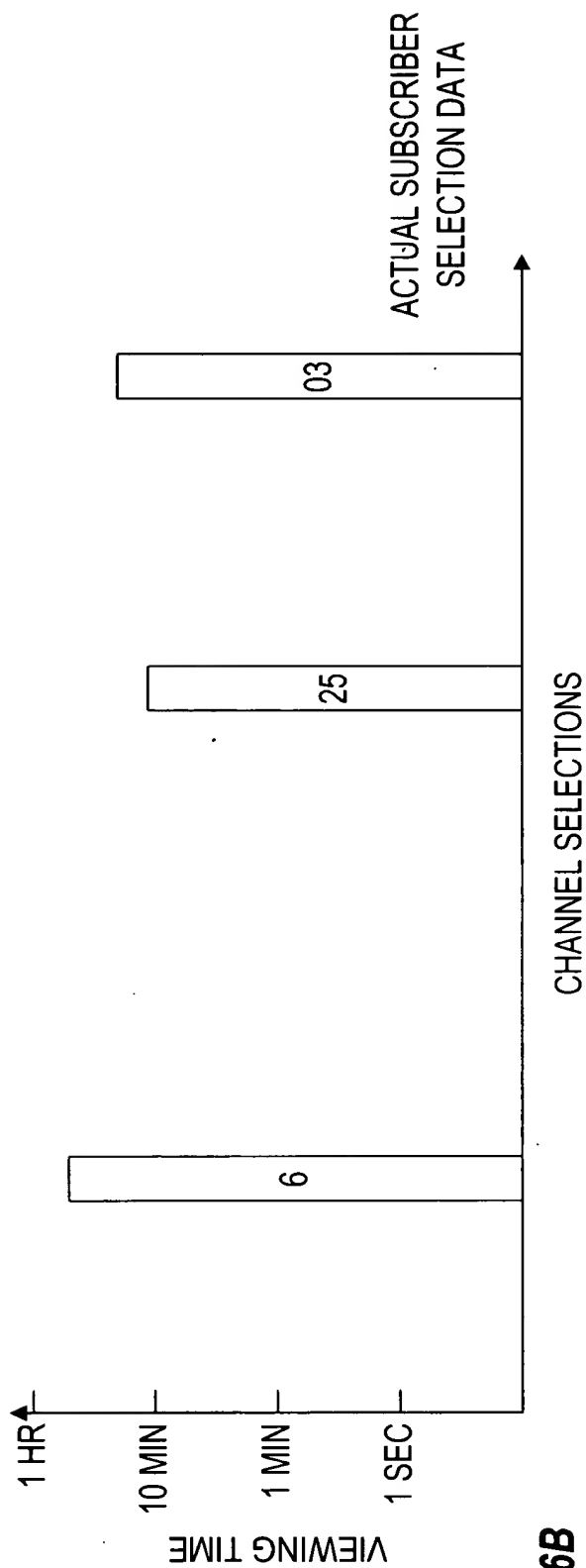
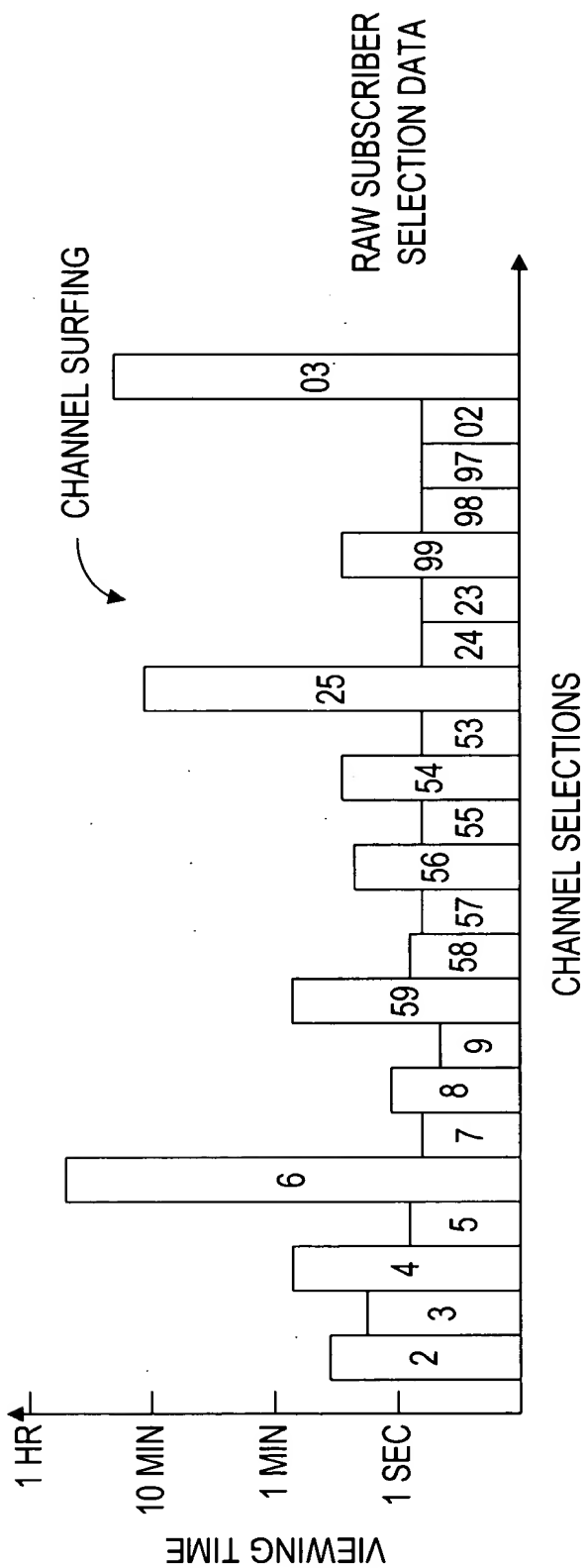
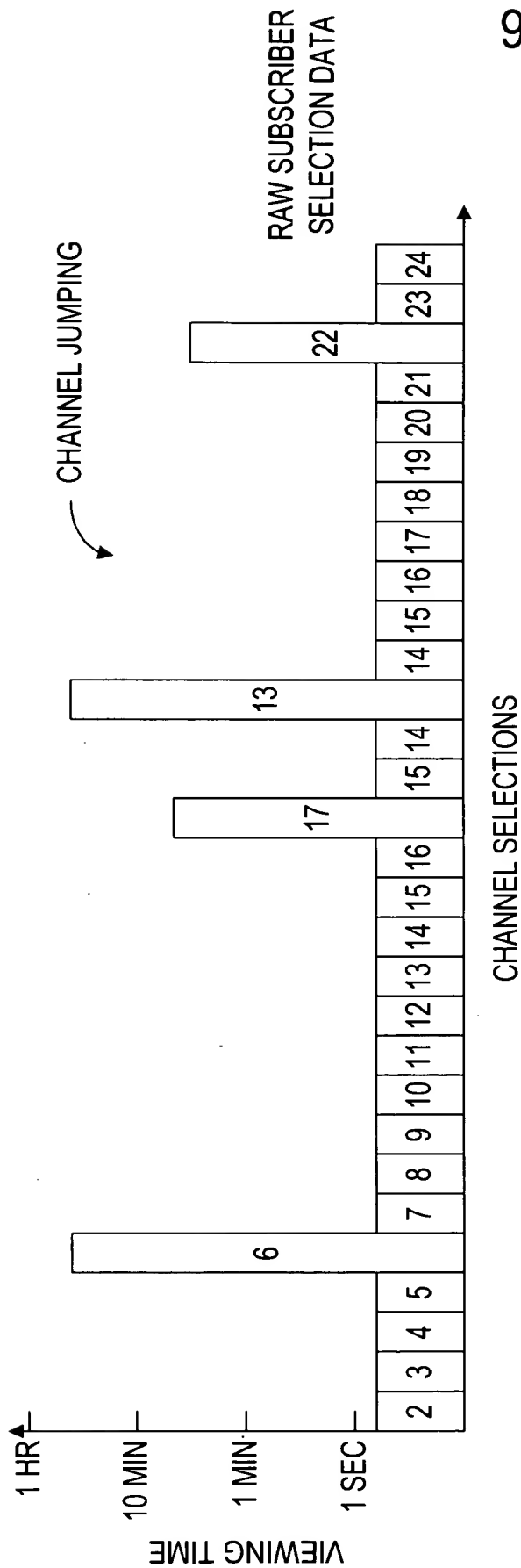


FIG. 6B

SECRET



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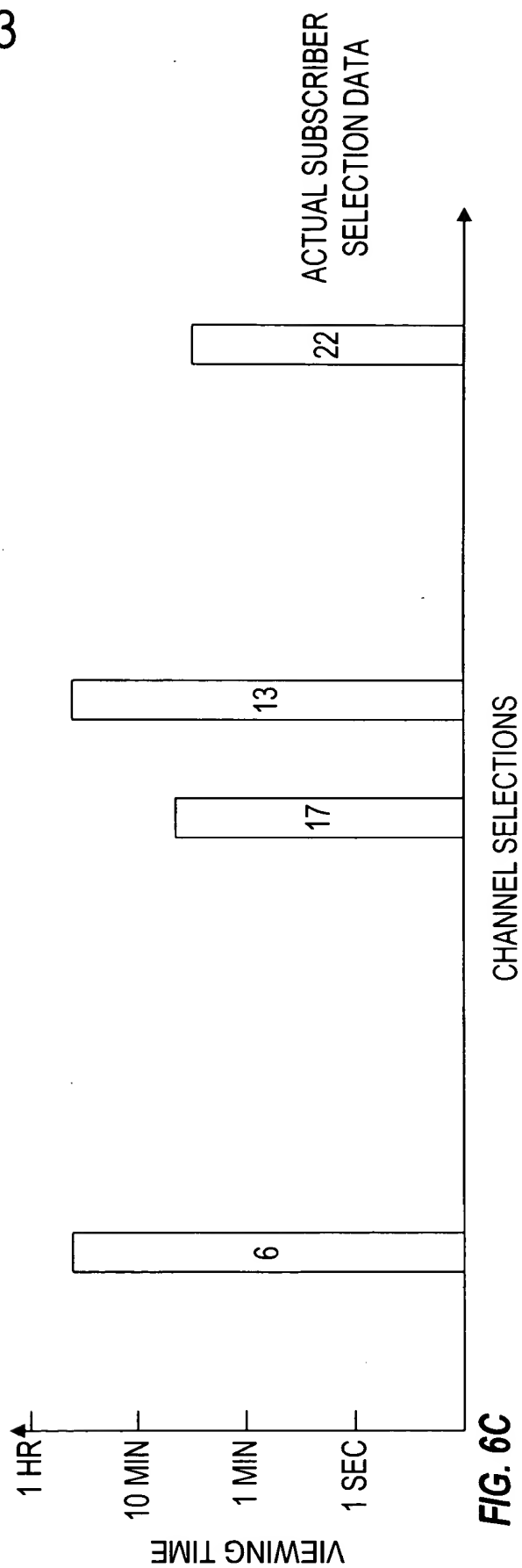


FIG. 6C

00T000" E005T500

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700 {		702 {	704 {	706 {
TIME OF DAY		MINUTES WATCHED	CHANNEL CHANGES	AVERAGE VOLUME
MORNING	(6AM-9AM)	61	2	5/10
MID-DAY	(9AM-3PM)	0	0	-
AFTERNOON	(3PM-6PM)	0	0	-
NIGHT	(6PM-10PM)	122	4	6/10
LATE NIGHT	(12AM-6AM)	0	0	-
TOTAL		183	6	5.7/10

FIG. 7

DOTED * E369T560

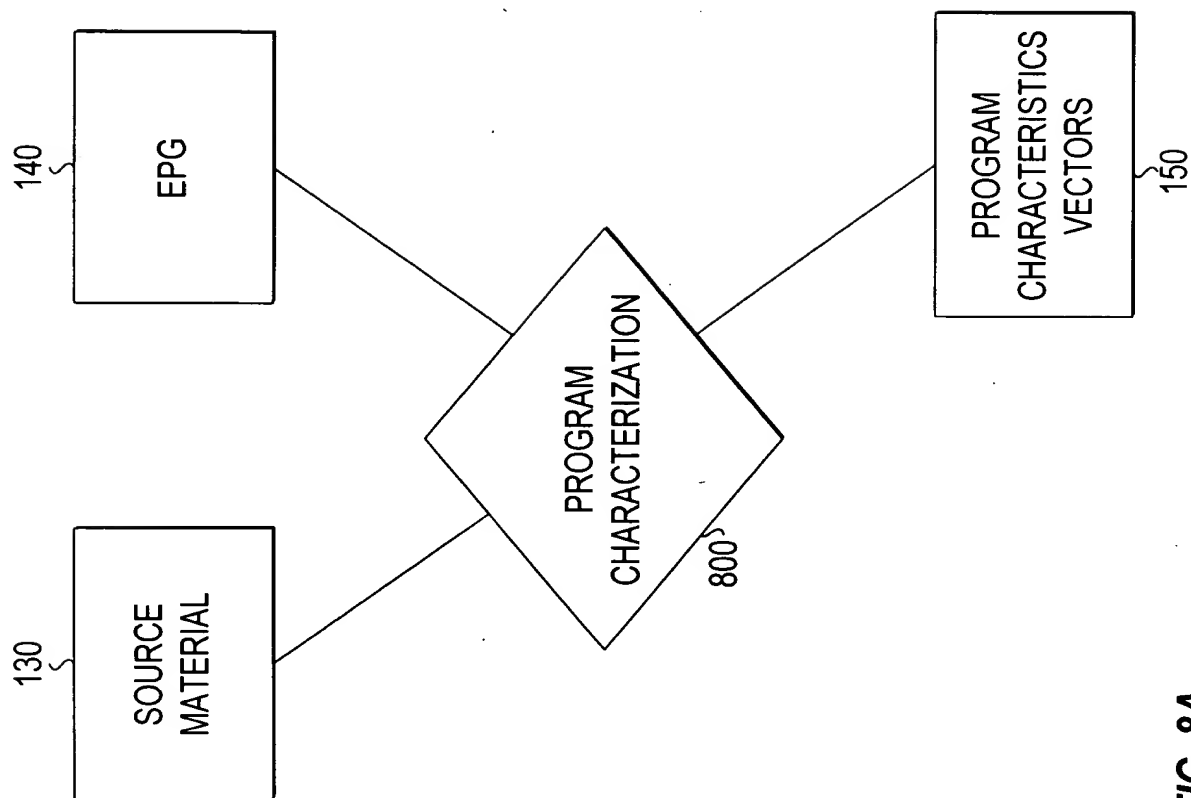


FIG. 8A

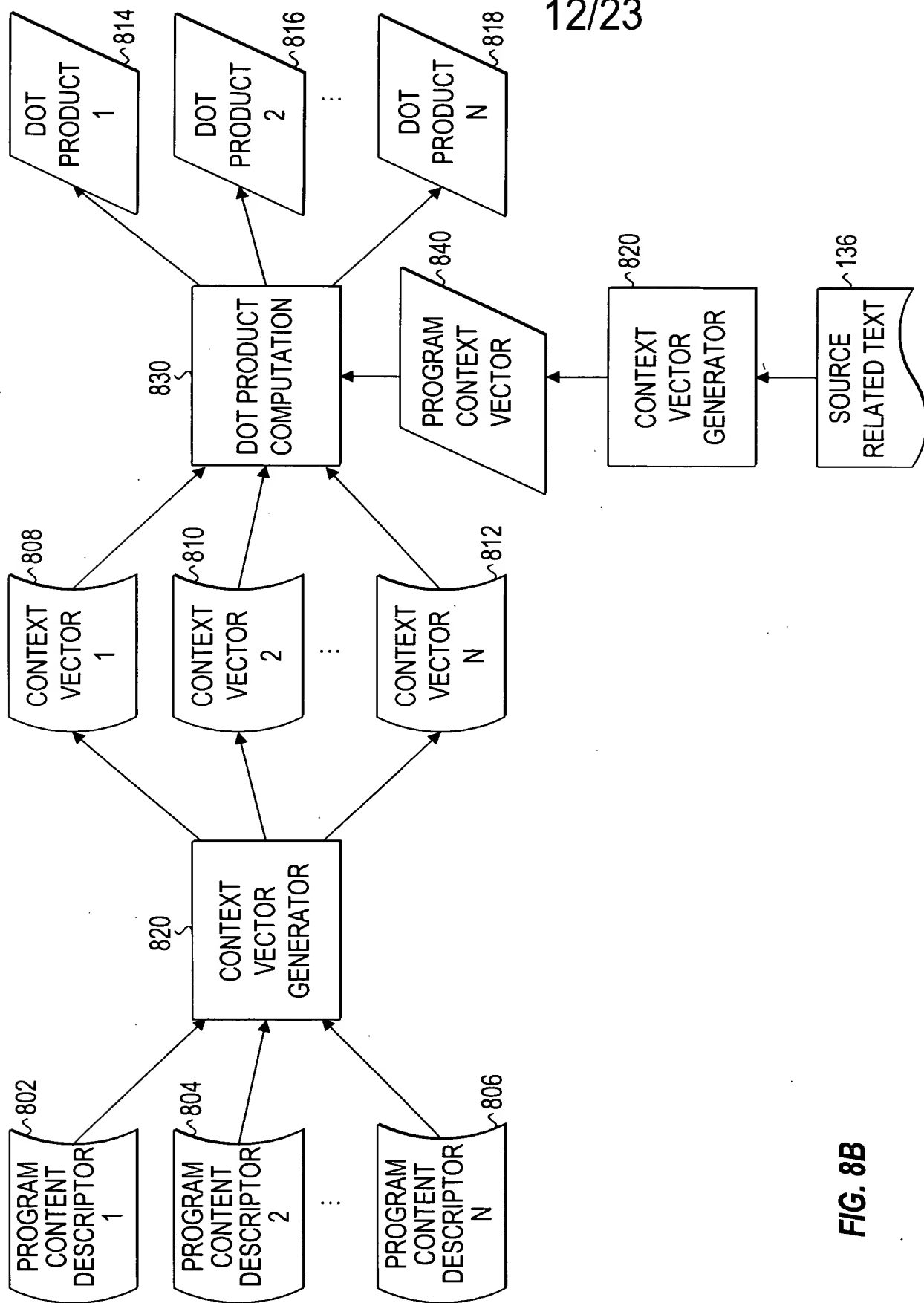
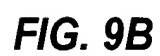


FIG. 8B



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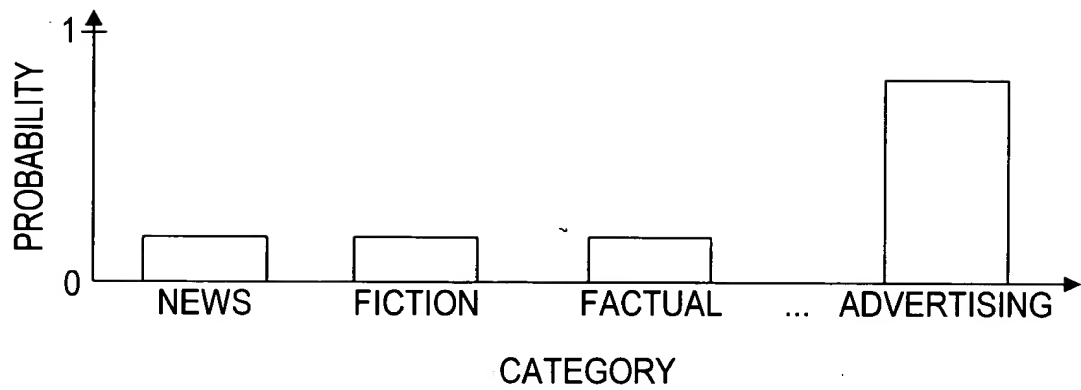


FIG. 9D

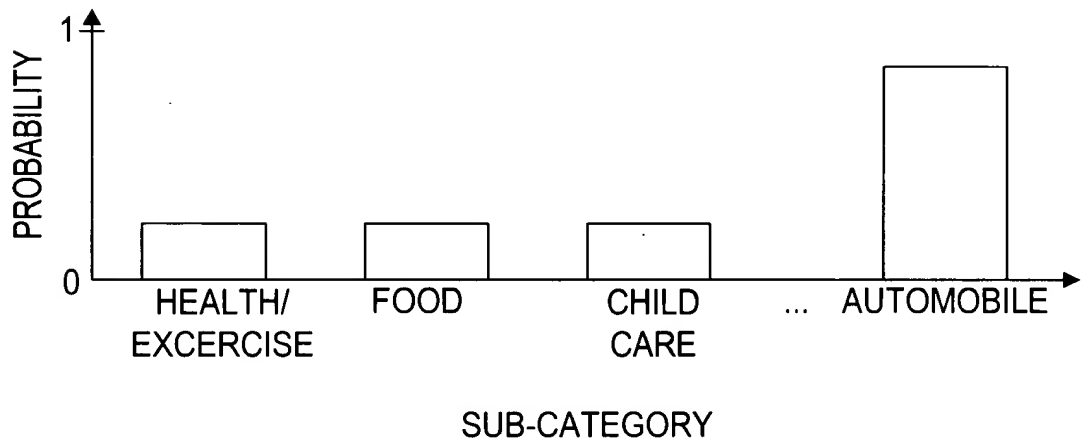


FIG. 9E

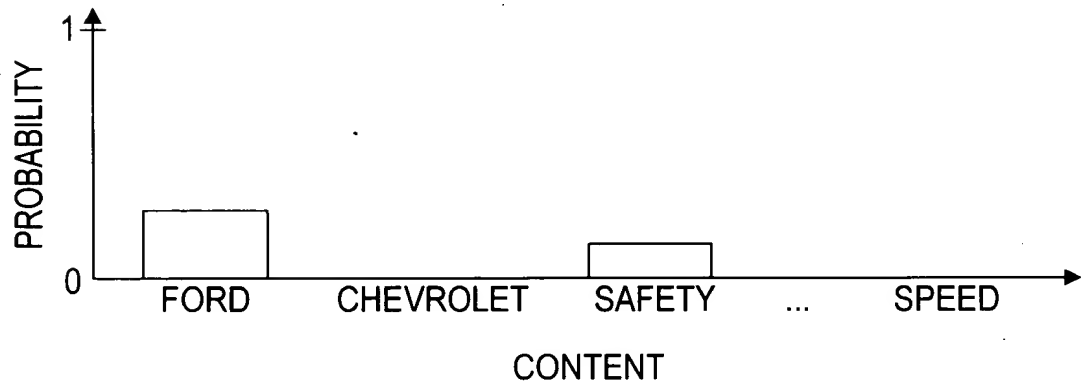


FIG. 9F

2025 RELEASE UNDER E.O. 14176

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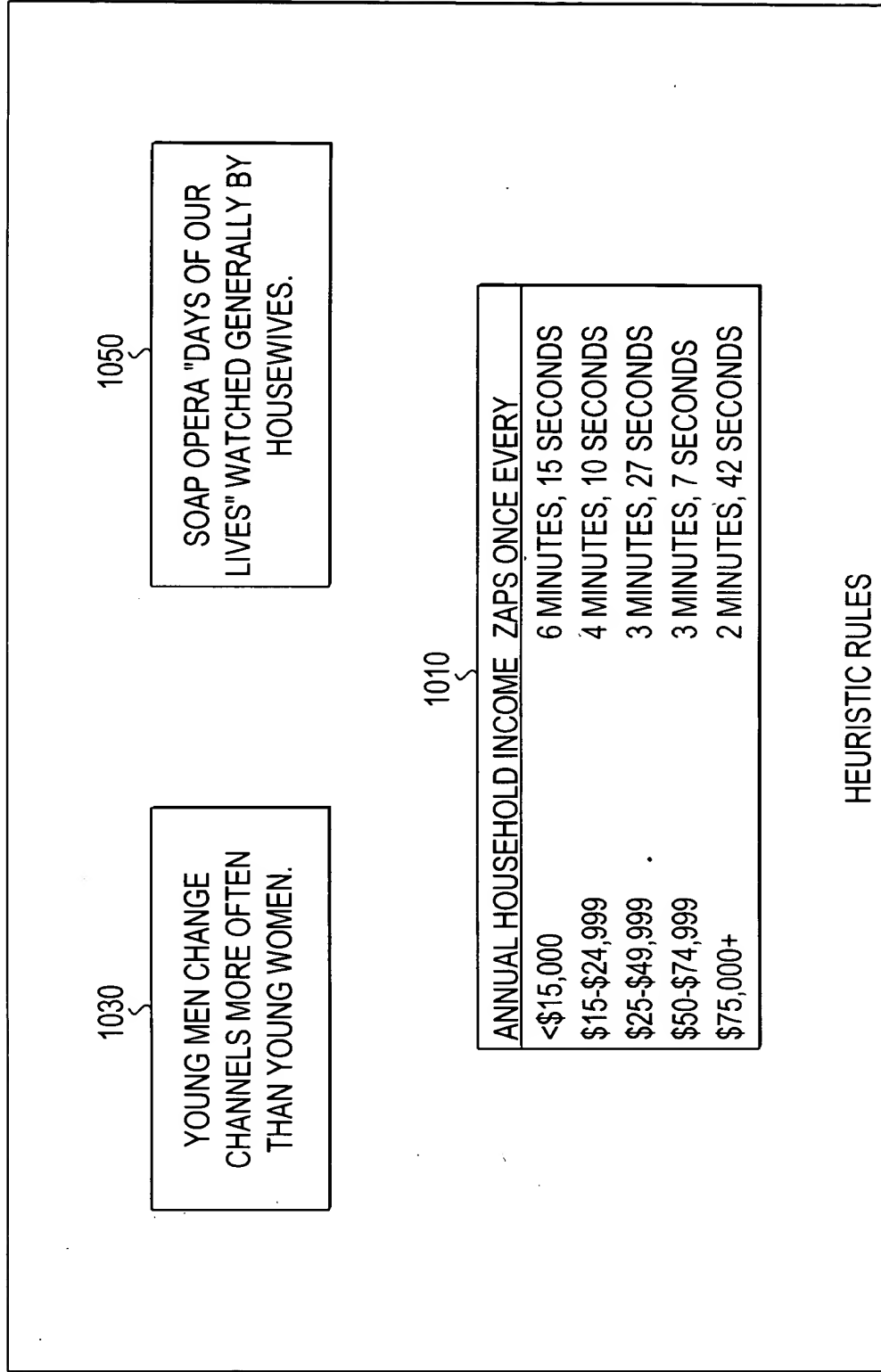


FIG. 10A



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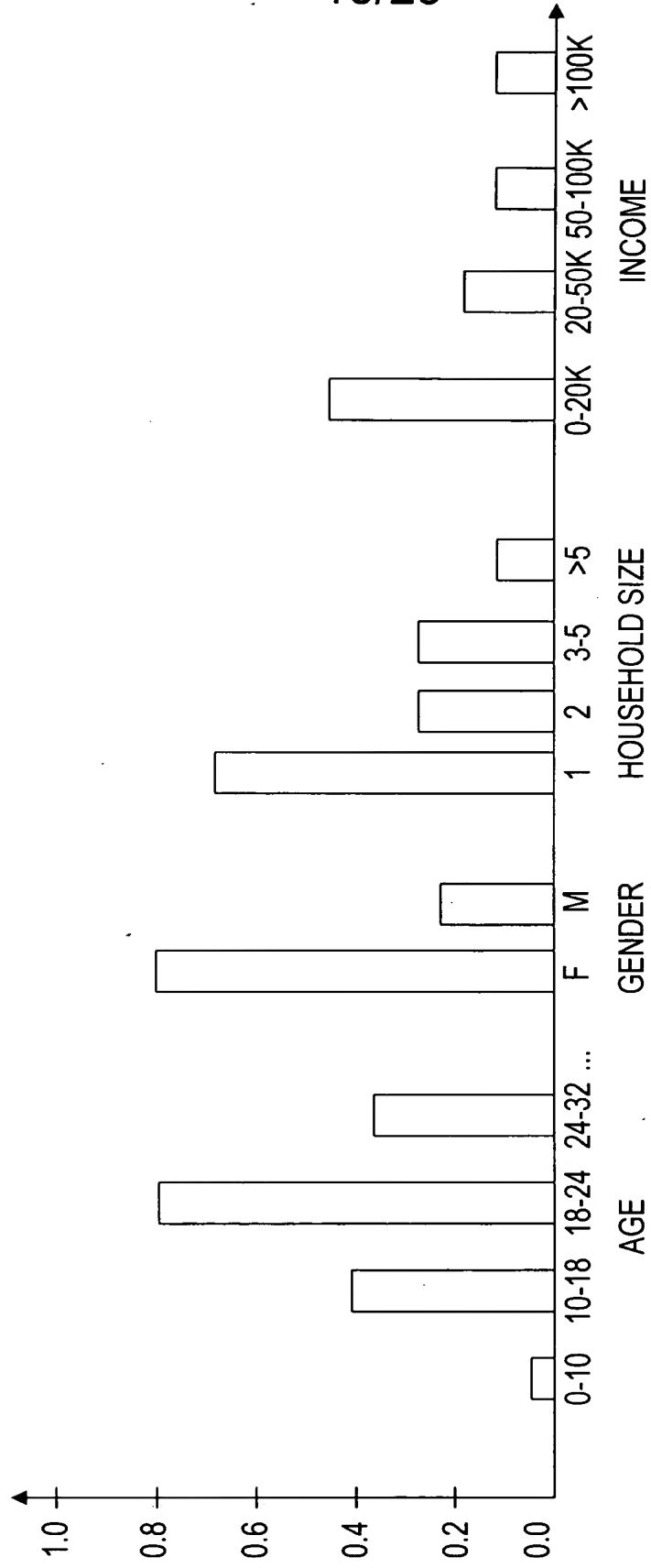


FIG. 12

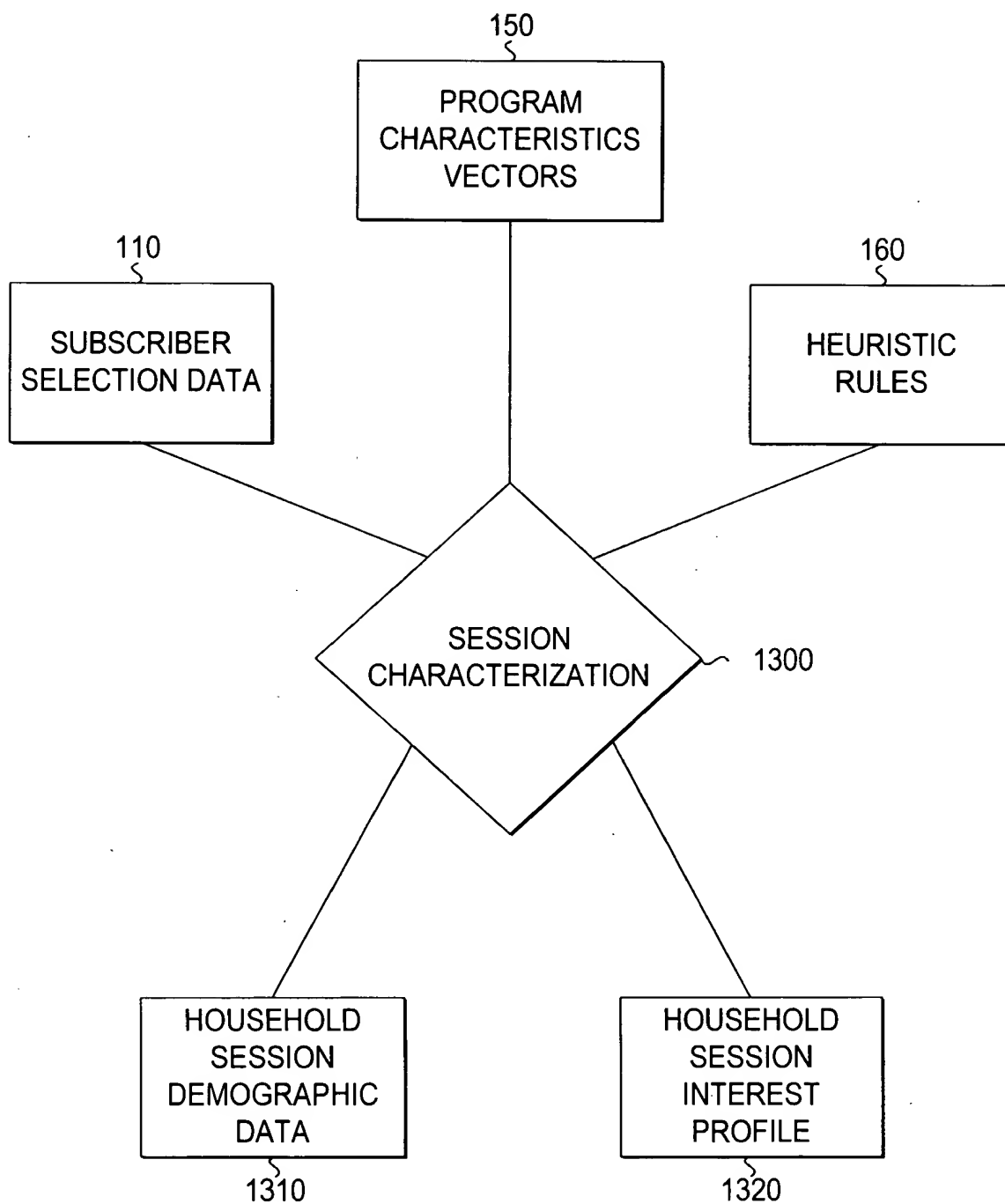


FIG. 13

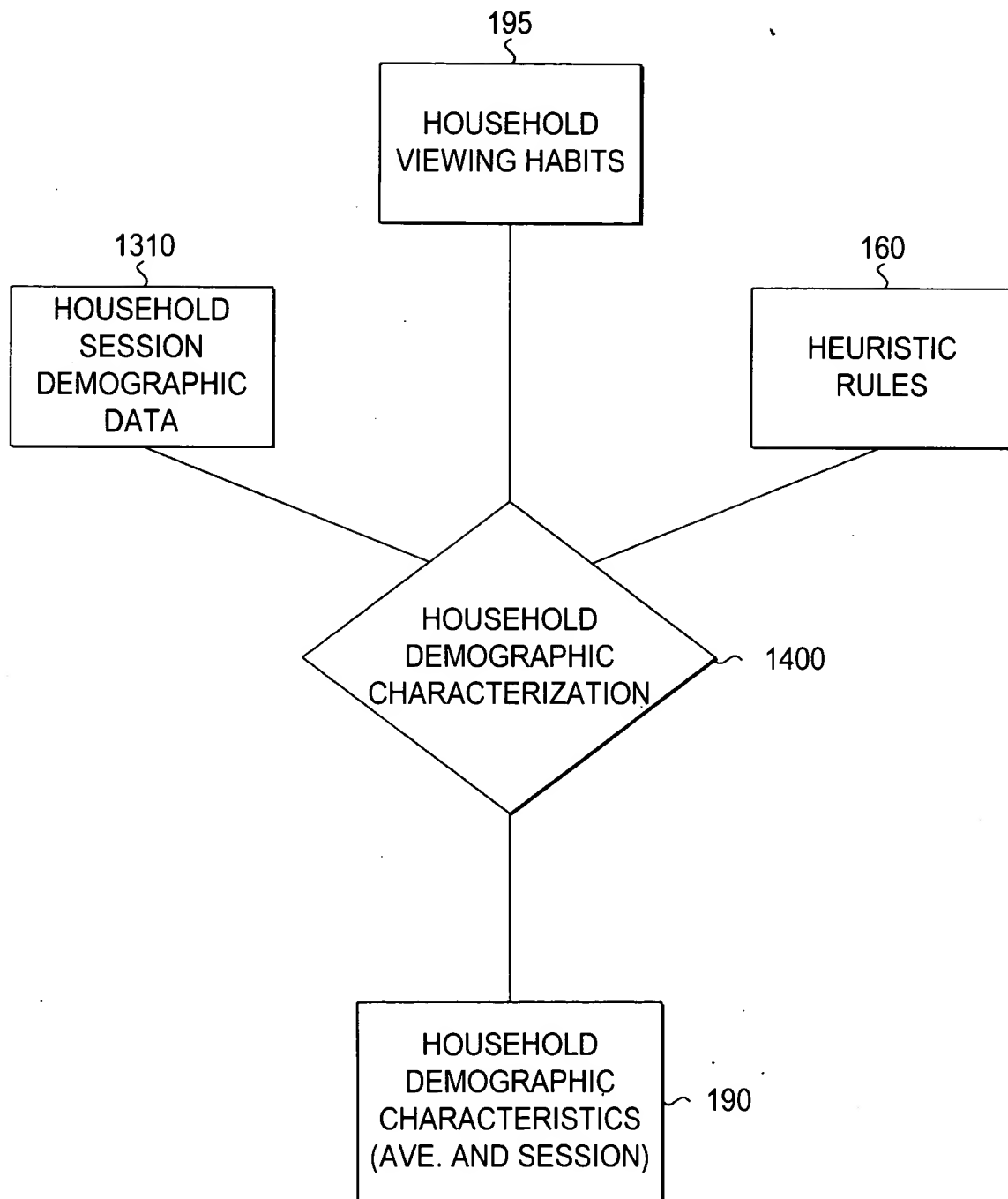


FIG. 14

00T0E0*E000T500

1501 §	1505 §	1503 §	1507 §
HOUSEHOLD PARAMETER	AVERAGE VALUE	SESSION VALUE	UPDATE?
SIZE	2.6	3.0	YES
AGE	23.5	12	YES
SEX (FEMALE=1)	0.6	0.7	YES
INCOME (\$0-\$20K)	0.1	0.1	YES
INCOME (\$20-\$50K)	0.6	0.7	YES
INCOME (\$50-\$100K)	0.2	0.1	YES
INCOME (>\$100K)	0.1	0.1	YES
ZIP CODE			NO
TELEPHONE NUMBER			NO

FIG. 15

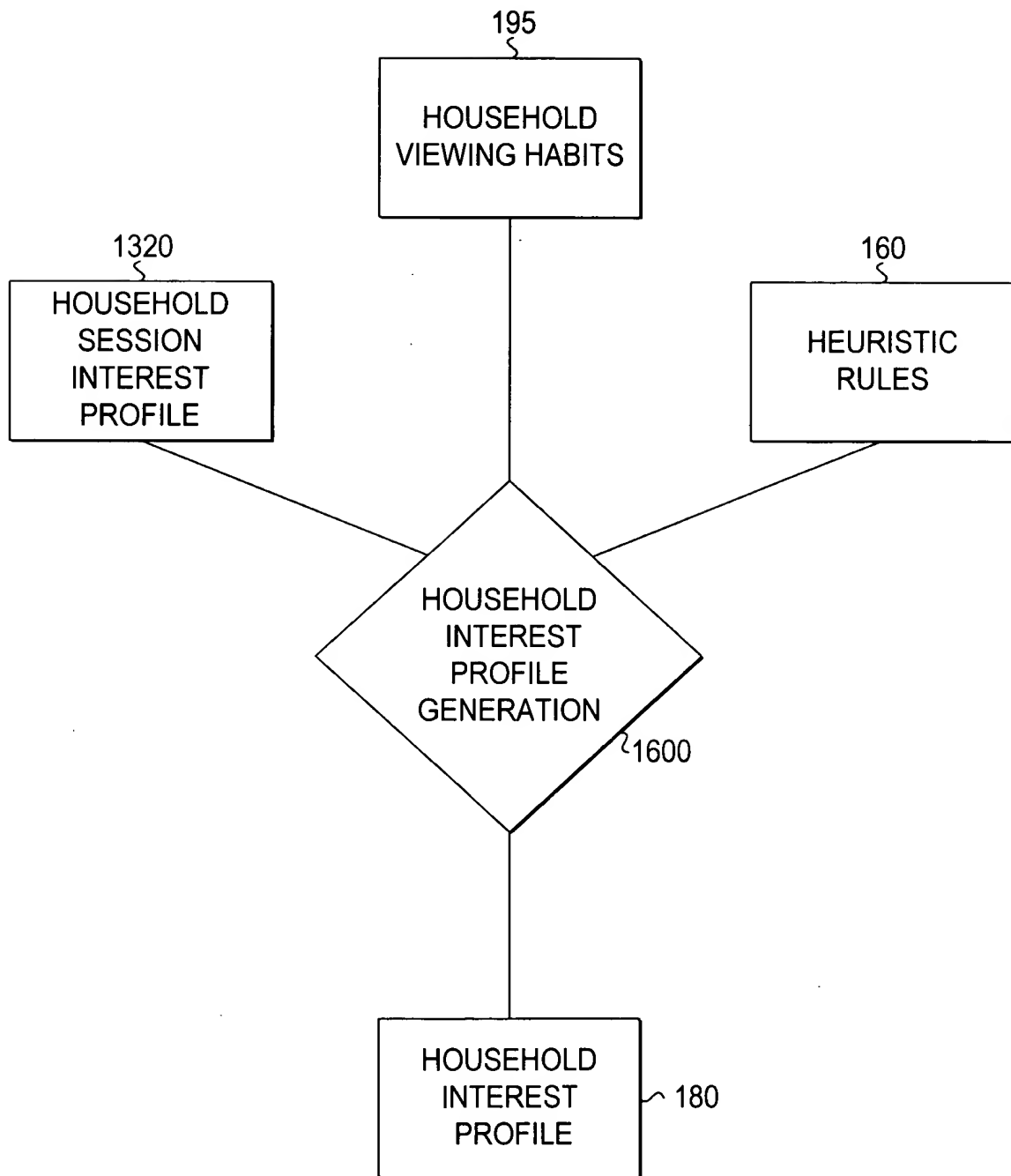


FIG. 16

		1701	1703	1705
		HOUSEHOLD INTEREST	AVERAGE VALUE	SESSION VALUE
1709	PROGRAMMING	DRAMA	0.1	0.20
		ROMANCE	0.1	0.20
		ACTION	0.6	0.25
		SITCOM	0.2	0.30
		⋮		
		SPORTS	0	0.05
1707	PRODUCTS	HEALTH/EXCERCISE	0.6	0.2
		FOOD	0.3	0.4
		CHILD RELATED	0.0	0.1
		TOYS	0.0	0.1
		⋮		
		AUTOMOBILE	0.1	0.2

FIG. 17